

Message Text

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ACTION COME-00

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R 090205Z APR 76

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 8340

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FOR COMMERCE/OIM/GOOTENBERG

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: IN-STORE PROMOTION PROPSALS FOR FY 1977

1. EMBASSY WISHES TO BEGIN PLANNING FOR IN-STORE PROMOTIONS FOR FY 1977 BUT NEEDS COMMERCE APPROVAL OF TECHNIQUES PROPOSED.

2. EMBASSY DOES NOT BELIEVE ANY STORES WILL PROPOSE MAJOR IN-STORE PROMOTIONS FOR FY 77 AS THEY ARE ALL HOLDING BICENTENNIAL PROMOTIONS THIS YEAR. IN ADDITION, COMMERCE IS AWARE OF EMBASSY'S VIEW THAT: 1) JAPANESE RETAILERS WILL HOLD LARGE-SCALE PROMOTIONS WITHOUT USG FINANCIAL ASSISTANCE; AND 2) WE SHOULD FOCUS OUR EFFORTS FOR FUTURE IN-STORE PROMOTIONS IN JAPAN ON SPECIALIZED PROMOTIONS.

3. EMBASSY WOULD LIKE TO DEVELOP TWO NEW TYPES OF USG IN-STORE PROMOTION TECHNIQUES IN JAPAN: 1) SPECIALIZED IN-STORE PROMOTIONS SIMILAR TO KEIO'S AMERICAN DO-IT-YOURSELF FAIR HELD IN JULY, 1975; AND 2) AMERICAN SALES CORNER PROMOTIONS. IT IS UNLIKELY JAPANESE RETAILERS WILL MOVE IN THIS DIRECTION WITHOUT USG FINANCIAL SUPPORT. HOWEVER.

4. SPECIALIZED IN-STORE PROMOTIONS WOULD FEATURE U.S. PRODUCTS IN ONE MAJOR CATEGORY SUCH AS DO-IT-YOURSELF, LADIES FASHION, STEREO AND RECORDS, HOUSEWARES, ETC.

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AMERICAN SALES CORNER PROMOTIONS WOULD BE OF LONGER

DURATION (ONE OR TWO MONTHS OR LONGER), AND STORE WOULD FEATURE U.S. PRODUCTS IN ONE SECTION OF SALES FLOOR IN SPECIALLY-DESIGNED SALES DISPLAY; THIS WOULD BE SIMILAR TO THE MANY AMERICAN TOWEL CORNERS WHICH NOW EXIST IN JAPANESE DEPARTMENT STORES.

5. BOTH FOR SPECIALIZED IN-STORE PROMOTIONS/FAIRS AND AMERICAN SALES CORNER PROMOTIONS, STORES WILL BE REQUIRED TO ADHERE TO PRINCIPLES IN A-1717 OF FEBRUARY 21, 1973, I.E., TEN TO ONE PURCHASE REQUIREMENT, ONE-THIRD NEW-TO-STORE, MINIMUM INCREMENTAL PURCHASE OF 50,000 DOLLARS.

6. EMBASSY WOULD APPRECIATE COMMERCE APPROVAL OF NEW IN-STORE PROMOTION TECHNIQUES DISCUSSED ABOVE SO WE MAY BEGIN RECRUITING FOR FY 1977 IN-STORES. COMMERCE INDICATION OF FUNDS WHICH MIGHT BE AVAILABLE TO JAPAN IN FY 77 WOULD ALSO BE APPRECIATED. WE WOULD LIKE TO PLAN ON FIVE PROMOTIONS, WITH \$5,000 TO \$10,000 BEING REQUIRED FOR EACH PROMOTION.

HODGSON

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